



STORY: PRESCRIPTION DRUG MISUSE/OVERUSE

Air Date: For Immediate Release

Length:

Interview with:

- **Steven Dykstra, Ph.D., Psychologist, Milwaukee County Behavioral Health Division**

Suggested Anchor Lead

ALL THIS WEEK — WE'RE TAKING A CLOSER LOOK AT THE DANGERS OF SUBSTANCE ABUSE AND THE GROWING GRIP IT'S HAVING ON OUR COMMUNITIES AND OUR KIDS.

NATIONAL DRUG AND ALCOHOL FACTS WEEK IS HAPPENING ALL OVER THE COUNTRY TO BOTH RAISE DRUG AWARENESS AND SUPPORT RECOVERY. IN WISCONSIN SOME COMMUNITIES ARE TAKING PART WITH A CAMPAIGN CALLED "LIGHT AND UNITE RED."

(Display "Light and Unite RED" graphic)

LED BY THE MILWAUKEE COUNTY BEHAVIORAL HEALTH DIVISION AND THE MILWAUKEE COUNTY SUBSTANCE ABUSE PREVENTION PROGRAM, PEOPLE ARE INVITED TO WEAR RED THIS WEEK AND CITIES ARE ENCOURAGED TO LIGHT STREETS AND BUILDINGS IN RED.

WE BEGIN OUR SERIES WITH PRESCRIPTION DRUGS. MAX SEIGLE SPENT TIME WITH A PSYCHOLOGIST FROM THE MILWAUKEE COUNTY BEHAVIORAL HEALTH DIVISION WHO KNOWS ALL TOO WELL HOW THOSE LEFTOVER PILLS IN YOUR BATHROOM CABINETS CAN QUICKLY END UP IN THE WRONG HANDS.

Roll story

1:05 to 1:10 (DYKSTRA)

"And the kids know they're sitting in the medicine cabinet, so one day they try a couple or one day their friends come over and try a couple..."

DR. STEVE DYKSTRA IS TALKING ABOUT THOSE LEFTOVER BOTTLES OF PRESCRIPTION PAIN KILLERS IN YOUR BATHROOM.

HE SAYS THE PILLS INSIDE ARE BECOMING MAGNETS FOR KIDS — LOOKING TO EXPERIMENT WITH DRUGS.!

2:18 to 2:29

(STEVEN DYKSTRA, PH.D., MILWAUKEE COUNTY BEHAVIORAL HEALTH DIVISION)

"If anybody out there thinks this is something that is in some other neighborhood, that's going on



over there with those other kids, not mine, they're wrong, this is going on everywhere.”

DR. DYKSTRA IS A PSYCHOLOGIST WITH THE MILWAUKEE COUNTY BEHAVIORAL HEALTH DIVISION.

WHEN IT COMES TO PRESCRIPTION PAIN-KILLERS — ALSO KNOWN AS OPIATES — HE HAS SEEN KIDS WHO STARTED TRYING THEM AS YOUNG AS 12 OR 13.

:01 to 09 — (DYKSTRA)— (trim out his pauses to shorten bite — put names of drugs as he says them in a graphic if we can.)

“They have names like Vicodin, Oxycotton, Hydromorphone, Codine, Percoset, Percodan.”! !

THE FEAR WITH THESE PILLS IS HOW ADDICTIVE THEY CAN GET, IN JUST A FEW WEEKS.

DOCTORS — AND LAW ENFORCEMENT ALSO SAY — OPIATES ARE OFTEN THE GATEWAY TO OTHER DRUGS, LIKE HEROIN.

4:05 TO 4:14 (DYKSTRA)

“Often times people hang on to them because they think, well, if I have some pain again, I’ll have this, if I can’t sleep at night, I’ll use this, don’t do it.”

DR. DYKSTRA SAYS IT’S JUST NOT SAFE TO SELF-PRESCRIBE A PAIN-KILLER FOR SOMETHING OTHER THAN ITS ORIGINAL USE.

YOU CAN TAKE THE “LEFT-OVERS” BACK TO YOUR PHARMACY OR A DROP BOX AT YOUR LOCAL POLICE DEPARTMENT.

AND STOP A DANGEROUS TEMPTATION IN THE BATHROOM.

13:07 TO 13:13 (DYKSTRA)

“Starting the process of leading people, often young people, down a path, which far too often ends very, very badly.”

Suggested tag

DR. DYKSTRA ALSO URGES PARENTS TO RESEARCH THE PAINKILLERS THEY GET PRESCRIBED — ASK YOUR DOCTOR OR PHARMACIST QUESTIONS — SO YOU KNOW THE RISKS THAT COME WITH THESE DRUGS.

THE BEHAVIORAL HEALTH DIVISON WANTS TO ENCOURGE PARNTS TO TALK WITH THEIR KIDS ABOUT DRUGS AND ALCOHOL, AND WANTS TO MAKE SURE PEOPLE STRUGGLING WITH ADDICTION KNOW THEY ARE NOT ALONE. SUPPORT IS AVAILABLE.



FOR MORE INFORMATION INCLUDING DOWNLOADABLE FACT SHEETS, VISIT
WWW.LIGHTUNITERED.ORG.